

1. A process for inhibiting alopecia, comprising the increase in the cellular amount of hair keratins.
2. The process according to claim 1, wherein hair keratins are added to the cells.
3. The process according to claim 2, wherein the hair keratins are present in the form of DNA expressing the same.
4. The process according to any one of claims 1 to 3, wherein the gene expression of substances activating hair keratins are added to the cells.
5. The process according to claim 4, wherein the substances are present in the form of DNA expressing the same.
6. The process according to any one of claims 1 to 5, wherein the hair keratins comprise Ha1, Ha2, Ha3 and Ha4.
7. The process according to claim 4 or 5, wherein the substances comprise the gene product of the whn gene and/or the expression of substances activating the whn gene.

8. A process of identifying alopecia-inhibiting substances, in which the increase in the cellular amount is determined by hair keratins and/or substances activating the gene expression thereof.
9. The process according to claim 8, wherein cells are used in which one or several expressing hair keratin genes are present in fused form with a reporter gene.
10. The process according to claim 8 or 9, wherein the hair keratins comprise Ha1, Ha2, Ha3, and Ha4.
11. The process according to any one of claims 8 to 10, wherein cells are used in which one or several expressible substances activating the gene expression of hair keratins are present in fused form with the reporter gene.
12. The process according to any one of claims 8 to 11, wherein the substances comprise a gene product of the whn gene.
13. The process according to any one of claims 9 to 12, wherein the reporter gene codes for an enzyme.
14. The process according to any one of claims 9 to 12, wherein the reporter gene codes for a fluorescent protein.
15. The process according to any one of claims 9 to 14, wherein the fusion genes are present in extrachromosomal form.

16. The process according to any one of claims 9 to 14, wherein the fusion genes are integrated in the cell genome.
17. The process according to any one of claims 9 to 16, which also uses substances for the detection of the expressed hair keratins and/or of substances activating the gene expression thereof and/or the fusion genes.